PTO/SB/05 (06-03) Approved for use through 07/31/2003. OMB 0651-0032

U.S. Patent and Trademark Office. U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. MS158283.2 / MSFTP293USA Attorney Docket No. UTILITY Eric J. Horvitz PATENT APPLICATION First Inventor METHODS AND APPARATUS... **TRANSMITTAL** Title EV330022731US (Only for new nonprovisional applications under 37 CFR 1.53(b)) Express Mail Label No. Mail Stop Patent Application Commissioner for Patents P.O. Box 1450 APPLICATION ELEMENTS ADDRESS TO: See MPEP chapter 600 concerning utility patent application contents. Alexandria VA 22313-1450 7. CD-ROM or CD-R in duplicate, large table or Fee Transmittal Form (e.g., PTO/SB/17) (Submit an original and a duplicate for fee processing) 1. Computer Program (Appendix) Nucleotide and/or Amino Acid Sequence Submission Applicant claims small entity status. (if applicable, all necessary) See 37 CFR 1.27. Computer Reader Form (CRF) [Total Pages 3. 🗸 Specification (preferred arrangement set forth below) Specification Sequence Listing on: - Descriptive title of the invention - Cross Reference to Related Applications - Statement Regarding Fed sponsored R & D - Reference to sequence listing, a table, CD-ROM or CD-R (2 copies); or or a computer program listing appendix

- Background of the Invention - Brief Summary of the Invention Statements verifying identity of above copies - Brief Description of the Drawings (if filed) **ACCOMPANYING APPLICATION PARTS** - Detailed Description - Claim(s) - Abstract of the Disclosure Assignment Papers (cover sheet & document(s)) 37 CFR 3.73(b) Statement Power of 4. Drawing(s) (35 U.S.C. 113) [Total Sheets 10. Attorney (when there is an assignee) 11. L English Translation Document (if applicable) (Total Sheets 5. Oath or Declaration Copies of IDS a. Newly executed (original or copy) Information Disclosure 12. T Citations Statement (IDS)/PTO-1449 b. Copy from a prior application (37 CFR 1.63(d)) Preliminary Amendment 13. 🗀 Return Receipt Postcard (MPEP 503) (for continuation/divisional with Box 18 completed) 14. (Should be specifically itemized) Certified Copy of Priority Document(s) **DELETION OF INVENTOR(S)** 15. 📖 (if foreign priority is claimed) Signed statement attached deleting inventor(s) name in the prior application, see 37 CFR Nonpublication Request under 35 U.S.C. 122 16. (b)(2)(B)(i). Applicant must attach form PTO/SB/35 1.63(d)(2) and 1.33(b). or its equivalent. Application Data Sheet. See 37 CFR 1.76 17. Other: Express Mail Certificate..... 18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in the first sentence of the specification following the title, or in an Application Data Sheet under 37 CFR 1.76: 09/629,217 of prior application No.: Continuation-in-part (CIP) Divisional Continuation 3714 Chanda L. Harris Examiner_ Find application unformation.

For CONTINUATION OF DIVISIONAL APPS only; The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference.

The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts. 19. CORRESPONDENCE ADDRESS OR Correspondence address below Customer Number: 4 Name Amin & Turocy, LLP 1900 E. 9th Street Address National City Center, 24th Floor Zip Code 44114 State Ohio City Cleveland Fax (216) 696-8731 Telephone (216) 696-8730 Country USA

This collection of information is required by 37 CFR 1.53(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Himanshu S. Amin

Name (Print/Type)

Signature

Registration No. (Attorney/Agent)

40.894

October 15, 2003

Date

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

PTO/SB/17 (10-03)

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	addr the Paperwork Reduction Act of 1995, no persons are required to		Complete if Known			
FEE TRANS	SWILLIAL	Application Number				
for FY 2004		Filing Date	Herewith			
		First Named Inventor	Eric J. Horvitz			
Effective 10/01/2003. Patent fees are s		Examiner Name				
Applicant claims small entity status. See 37 CFR 1.27		Art Unit				
TOTAL AMOUNT OF PAYMENT	(\$) 968.00	Attorney Docket No.	MS158238.2 / MSFTP293USA			

METHOD OF PAYMENT (check all that apply)	FEE CALCULATION (continued)					
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Number	1052	50	2052		Surcharge - late provisional filing fee or	
Deposit Amin & Turocy, LLP					cover sheet	
Name The Director is authorized to: (check all that apply)		130	1053		Non-English specification For filing a request for ex parte reexamination	
Charge fee(s) indicated below Credit any overpayments		2,520	1812 2		Requesting publication of SIR prior to	
Charge any additional fee(s) or any underpayment of fee(s)		920*	1804		Examiner action	
Charge fee(s) indicated below, except for the filling fee		1,840*	1805	1,840*	Requesting publication of SIR after	
to the above-identified deposit account.		110	2251	55	Examiner action Extension for reply within first month	
FEE CALCULATION		110 420	2251	210	and the contract of the contra	
1. BASIC FILING FEE	1252 1253	950	2252		Extension for reply within third month	
Large Entity Small Entity	1253		2254		Extension for reply within fourth month	
Fee Fee Fee Fee Fee Description Fee Faid Code (\$) Code (\$)	1255		2255		5 Extension for reply within fifth month	
1001 770 2001 385 Utility filing fee 770.00			2401	•	5 Notice of Appeal	
1002 340 2002 170 Design filing fee	1401	330 330	2401		5 Filing a brief in support of an appeal	
1003 530 2003 265 Plant filing fee	1402	290	2402		5 Request for oral hearing	
1004 770 2004 385 Reissue filing fee	1403	1,510	1451		D Petition to institute a public use proceeding	
1005 160 2005 80 Provisional filing fee	1451	110	2452		5 Petition to revive - unavoidable	
SUBTOTAL (1) (\$) 770.00		1,330	2453		5 Petition to revive - unintentional	
2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE		1,330	2501		5 Utility issue fee (or reissue)	
Fee from Extra Claims below Fee Paid		480	1		0 Design issue fee	
Total Claims 24 -20** = 4 x 18.00 = 72.00	1502 1503	640	1		0 Plant issue fee	
Independent $4 - 3^{**} = 1 \times 86.00 = 86.00$	1460	130	1460	0 13	0 Petitions to the Commissioner	
Claims Multiple Dependent	1807	50	180	7 5	0 Processing fee under 37 CFR 1.17(q)	
Large Entity Small Entity		180	180	6 18	30 Submission of Information Disclosure Stmt	
Fee Fee Fee Fee Fee Description Code (\$) Code (\$)	8021	40	802	21 4	Recording each patent assignment per property (times number of properties)	40.00
1202 18 2202 9 Claims in excess of 20	1809	770	280	9 38	35 Filing a submission after final rejection (37 CFR 1.129(a))	
1201 86 2201 43 Independent claims in excess of 3 1203 290 2203 145 Multiple dependent claim, if not paid	1810	770	28	10 38	35 For each additional invention to be	
1204 86 2204 43 ** Reissue independent claims					examined (37 CFR 1.129(b))	
over original patent	180		1		Request for Continued Examination (RCE)	
1205 18 2205 9 ** Reissue claims in excess of 20 and over original patent	1802		1		00 Request for expedited examination of a design application	
SUBTOTAL (2) (\$) 158.00		Other fee (specify) *Reduced by Basic Filing Fee Paid SUBTOTAL (3) (\$)				40.00
**or number previously paid, if greater; For Reissues, see above	- Red	uced	by Basic	criling	Fee Paid SUBTOTAL (3) (\$)	40.00

(Complete (if applicable)) SUBMITTED BY Registration No. (216) 696-8730 Telephone 40,894 Himanshu S. Amin Name (Print/Type) October 15, 2003 Date Signature

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Atty. Docket No. MS158283.2

METHODS AND APPARATUS FOR PREDICTING AND SELECTIVELY COLLECTING PREFERNCES BASED ON A PERSONALITY DIAGNOSIS

by

Eric J. Horvitz and David M. Pennock

MAIL CERTIFICATION

I hereby certify that the attached patent application (along with any other paper referred to as being attached or enclosed) is being deposited with the United States Postal Service on this date <u>October 15, 2003</u>, in an envelope as "Express Mail Post Office to Addressee" Mailing Label Number <u>EV330022731US</u> addressed to the Mail Stop Patent Application, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Himanshu S. Amin